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Message Text

UNCLASSIFIED

PAGE 01 DAMASC 01062 261656Z

65
ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W
---------- 020262
R 261308Z FEB 76
FM AMEMBASSY DAMASCUS
TO MR. BROOKS MCCORMICK, PRESIDENT
INTERNATIONAL HARVESTER COMPANY
401 NORTH MICHIGAN AVENUE, CHICAGO, ILLINOIS
TEL: 312/670-2000
INFO SECSTATE WASHDC 6436
USDOC WASHDC

UNCLAS DAMASCUS 1062

USDOC FOR DIBA/OIM/MCCOWEN

E.O. 11652: N/(-
5-& : BEXP, SY
SUBJ: DAMASCUS INTERNATIONAL FAIR

FROM AMBASSADOR RICHARD W. MURPHY

DEAR MR. MCCORMICK:

IT IS MY PLEASURE TO INVITE YOUR COMPANY TO PARTICIPATE
IN THE UNITED STATES PAVILION AT THE 23RD DAMASCUS INTERNATIONAL
FAIR, TO BE HELD JULY 25 TO AUGUST 20, 1976 IN DAMASCUS,
SYRIA. LAST YEAR'S EXHIBITION WAS MOST SUCCESSFUL, WITH
23 AMERICAN FIRMS -- MANY OF THEM NEW TO THE RAPIDLY GROWING
SYRIAN MARKET -- PARTICIPATING. OFF-FLOOR SALES TOTALED
NEARLY $4 MILLION, WITH 2,330 REPORTED SALES LEADS AND
12-MONTH EXPECTED SALES OF OVER $18 MILLION. MORE
THAN 1.7 MILLION VISITORS THRONGED THE US. PAVILION,
TESTIFYING TO THE STRONG INTEREST OF THE SYRIAN
GOVERNMENT AND PUBLIC IN AMERICAN GOODS AND TECHNOLOGS.

AMERICAN TRADE WITH SYRIA HAS GROWN RAPIDLY FOLLOWING
THE RESTORATION OF DIPLOMATIC RELATIONS IN JUNE 1974.
US EXPORTS TO SYRIA IN 1975 TOTALED ABOUT $127 MILLION,
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MORE THAN FOUR TIMES THE 1974 FIGURE; WE EXPECT 1976

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EXPORTS TO MORE THAN DOUBLE THE IMPRESSIVE 1975 FIGURE.
THE ANNOUNCED 1976 SYRIAN BUDGET OF $4.5 BILLION
INCLUDES $2.9 BILLION FOR ECONOMIC DEVELOPMENT EXPENDITUES;
SYRIA'S FOURTH FIVE-YEAR PLAN (1976-1980) CALLS FOR
DEVELOPMENTAL EXPENDITURES OF $16.4 BILLION, MOSTLY
IN LARGE CAPITAL PROJECTS. THE SYRIAN GOVERNMENT HAS
PUBLICLY STATED ITS STRONG DESIRE THAT AMERICAN FIRMS
PLAY A MUCH LARGER ROLE IN REALIZING ITS PLANS FOR
ECONOMIC DEVELOPMENT. WE HAVE REESTABLISHED AN AID
PROGRAM IN SYRIA, WITH AGREEMENTS TOTALLING $83 MILLION
ALREADY SIGNED IN FY 1975 AND $90 MILLION REQUESTED
FROM CONGRESS IN EACH OF FY 1976 AND FY 1977, AND ITS IMPLEMEN-
TATION WILL DIRECTLY BENEFIT US FIRMS.

THE DAMASCUS INTERNATIONAL FAIR OFFERS THE BEST
SINGLE OPPORTUNITY FOR US MANUFACTURERS AND SUPPLIERS
TO INTRODUCE THEIR GOODS AND SERVICES INTO SYRIA, AND AT THE
SAME TIME TO THOUSANDS OF FAIR VISITORS FROM THE ARABIAN
PENINSULA.

GOODS MAY BE EXHIBITED DUTY-FREE AND IMPORT LICENSES
ARE GUARANTEED FOR GOODS SOLD AT THE FAIR. THE
UNITED STATES DEPARTMENT OF COMMERCE HAS AGREED,
AS IN 1975, TO PARTIALLY SUPPORT AMERICAN PARTICIPATION
IN THE FAIR WITH FUNDS AND WITH A FULL-TIME EXHIBITION
DIRECTOR, WHO WILL ARRIVE IN DAMASCUS ON MAY 1.

I LOOK FORWARD TO HEARING FROM YOU OR YOU MAY
CONTACT W. BRADLEY TYRREL, CHIEF, COMMERCIAL PRESENCE
FAIRS, OFFICE OF INTERNATIONAL MARKETING, DOMESTIC
AND INTERNATIONAL BUSINESS ADMINISTRATION, DEPARTMENT
OF COMMERCE, TEL. 202/967-4304/5, OR EXHIBITION DIRECTOR
RONALD E. MCCOWEN AT THE SAME NUMBER. AFTER HEARING
FROM YOU, WE WILL PROVIDE FURTHER DETAILS CONCERNING
PARTICIPATION AGREEMENTS AND COSTS, CURRENTLY ESTIMATED
AT 3X4 METER BOOTH RENTAL OF $2,000 TO $2,300 AND OUTDOOR
SPACE AT $15/SQ. METER.

WE NEED YOUR SUPPORT, NOT ONLY TO INSURE A
SUCCESSFUL AMERICAN EXHIBITION AT THE FAIR, BUT TO CONTINUE
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THE RAPID DEVELOPMENT OF COMMERCIAL RELATIONS BETWEEN
SYRIA AND THE UNITED STATES.

SINCERELY, /S/ RICHARD W. MURPHY, AMBASSADOR.
PELLETREAU

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To: MCCORMICK BROOKS
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